

TRANSMITTAL #2

MEMORANDUM

DATE: September 17, 2002
FROM: Dr. Mike Rush, State Administrator
SUBJECT: *American Careers* Parent Edition
ACTION REQUESTED: Informational item



American Careers is a career exploration and planning magazine that is provided to all 8th graders in Idaho by the Division of Professional-Technical Education. In addition to the student magazine, a teaching guide is provided to classroom instructors. An *American Careers* Parent Edition was developed to provide parents with a resource so they could help their children with education and career planning. This Parent Edition recently received a 2002 Distinguished Achievement Award for Excellence in Educational Publishing.

Last year, funding for the Parent Edition was provided through a cooperative effort between the Division of Professional-Technical Education and the Department of Health and Welfare. This year, the Parent Edition was selected as a project that will be funded from the incentive grant.

Attachments

MR/AS/ss



NEWS RELEASE

FOR MORE INFORMATION,
please call Barbara Orwig or
Mary Pitchford at 1-800-669-7795

American Careers Parent Edition Receives National Educational Publishing Award

OVERLAND PARK, Kan. (June 10, 2002) – The *American Careers* Parent Edition, published by Career Communications, Inc., recently received a 2002 Distinguished Achievement Award for Excellence in Educational Publishing. The national awards program for education-related digital and print media is sponsored by the Association of Educational Publishers. Presentations were made June 5 at the National Press Club in Washington, D.C., during the organization's national conference.

The *American Careers* Parent Edition was developed to provide parents with the background needed to help them work with their children in planning for future education and careers. States, school districts and schools use the publication to support their efforts in the areas of career development, post-high school educational planning and parent involvement.

The 40-page *American Careers* Parent Edition provides articles related to careers in arts and communications, business, health services, human services, industry and engineering, and natural resources and agriculture, as well as information on career clusters and pathways, financial aid and testing, and how to communicate with teens. The publication also contains a career interest quiz, a chart listing salary and education

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data for fast-growing jobs, time management advice, print and Internet resources, and a four-page career and education planning guide.

Career Communications, Inc., a leading educational publishing company based in Overland Park, Kan., also publishes standards-based *American Careers* programs for high school, middle school and elementary students that reach over two million students annually in 11,000 classrooms throughout the United States.

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NOTE: For more information about the *American Careers* Parent Edition or a scan of the cover, contact Barbara Orwig or Mary Pitchford at Career Communications, Inc., 6701 West 64th Street, Overland Park, KS 66202, (800) 669-7795, ccinfo@carcom.com.



career communications, inc.

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**AMERICAN CAREERS PARENT EDITION
RECEIVES APEX AWARD FOR PUBLICATION EXCELLENCE**

OVERLAND PARK, Kan. (July 9, 2002) – The *American Careers* Parent Edition recently received a national APEX 2002 Award for Publication Excellence. The APEX awards program recognizes excellence in graphic design, editorial content and the ability to achieve overall communications effectiveness.

This is the second award that the publisher has received recently for the parent edition. In June, Career Communications, Inc. (CCI), received a 2002 Distinguished Achievement Award for Excellence in Educational Publishing from the Association of Educational Publishers (EdPress). Presentations were made June 5 at the National Press Club in Washington, D.C.

The *American Careers* Parent Edition was developed to help parents work with their children to plan for future education and careers. States, school districts and schools use the publication to support their efforts in the areas of career development, post-high school educational planning and parent involvement.

The 40-page parent edition contains articles related to the broad career fields of arts and communications, business, health services, human services, industry and engineering, and natural resources and agriculture, as well as information on financial aid, testing and communicating with teens. The parent edition also contains a career interest quiz, an extensive chart listing salary and education data on fast-growing jobs, time management advice, print and Internet resources, and a four-page career and education planning guide.

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Individual copies of the *American Careers* Parent Edition are \$5.95 each, plus shipping and handling. Discounts are available on orders of 25 copies and more. For more information on pricing and on other *American Careers* publications, go to www.carcom.com or call (800) 669-7795.

Career Communications, Inc., a leading educational publishing company based in Overland Park, Kan., also publishes standards-based *American Careers* classroom programs with *Teaching Guides* for high school, middle school and elementary students. Learning activities integrate career development and academic objectives in the areas of language arts, math, science, social studies and others. *American Careers* programs reach over two million students annually in 11,000 classrooms throughout the United States.

NOTE: For more information about the *American Careers* Parent Edition or a scan of the cover, contact Barbara Orwig or Mary Pitchford at Career Communications, Inc., 6701 West 64th Street, Overland Park, KS 66202, (800) 669-7795, ccinfo@carcom.com.